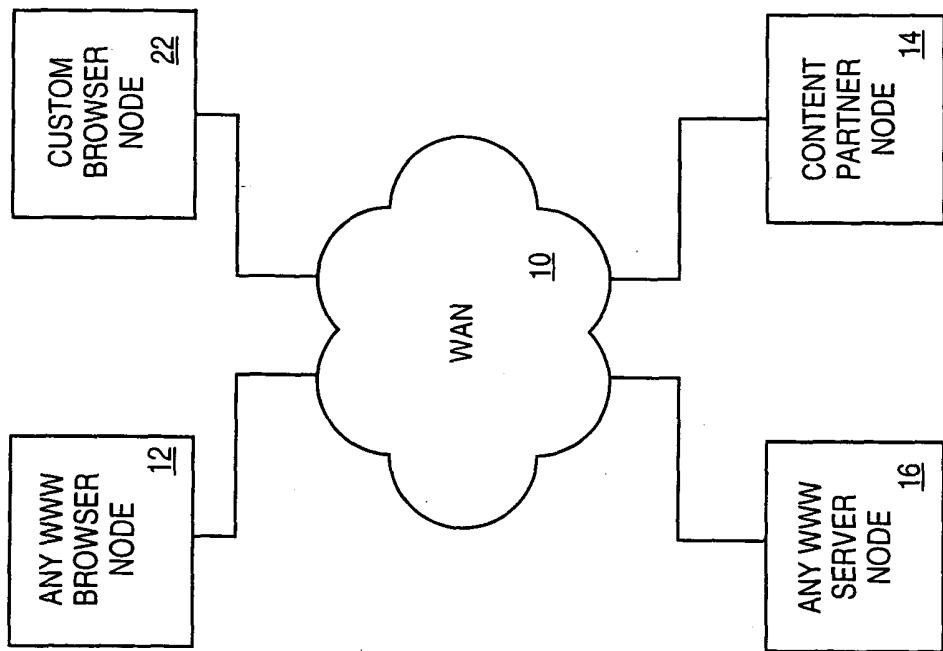


FIG. 1



AOL.COM - Microsoft Internet Explorer

View Favorites Tools Help

Stop Refresh Home Search Favorites History Mail Print Edit Discuss

<http://www.aol.com/>

AOL.COM Search | Web Centers | Shopping | Community | Download AOL

Tuesday, December 26, 1995

Daily Essentials

Get your AOL Mail

Screen name:
Password:
Sign In

- Top News - AOL Instant Messenger
- Weather - Hot Chats
- Horoscopes - Quick Buddy
- Stock Portfolio - Home Pages
- My Calendar - AOL 5.0 FREE
- Classifieds - Love@AOL
- AOL 5.0 FREE - Free Greetings

Sister Site

amazon.com

FIND RECIPES
@Cooking.com

cars.com

My AOL.COM: Indian Air Hijackers List Demands | **Dow Breaks Record, Bonds Fall**

Search the Web Here:

Web Centers **Stock Quotes** **Gold** **Symbol Lookups** **Shop AOL.COM**

- Autos | New Cars, Used Cars, Maintenance...
- Bus. & Careers | Jobs, Career Finder...
- Computing | Multimedia Plug-ins, Free Software...
- Entertainment | Celebrities, TV, Music, Movies...
- Food & Cooking | Recipes, Local Dining...
- Games | Demos, Pokemon, Codes...
- Health | Research an Illness, Calorie Counter...

Red Rocket
Avon
Apparel
Art & Collectibles
Auctions & Dutiers
Books, Music & Video
Computing

AOL.COM Search

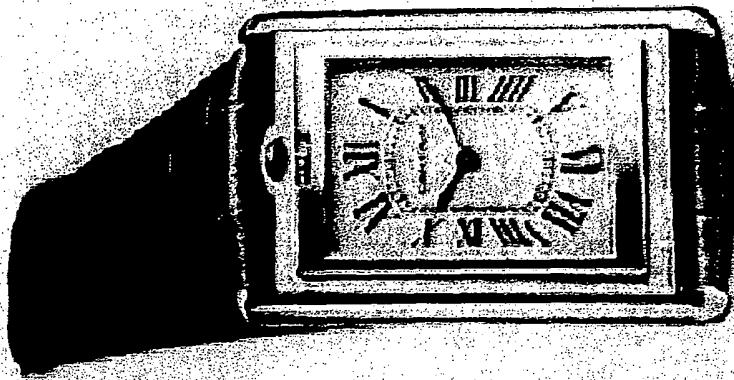
- Yellow Pages
- White Pages
- E-mail Lookup
- Maps & Directions
- Personal Home Page Search
- Newsgroups
- Kids Only

Internet

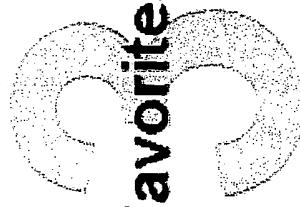
Fig 2A

Sister Site

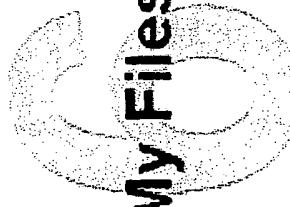
AOL.COM



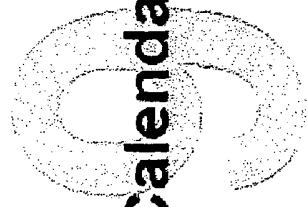
Favorites



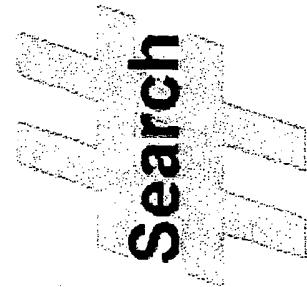
My Files



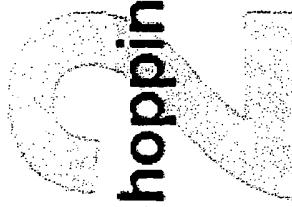
Calendar



Search



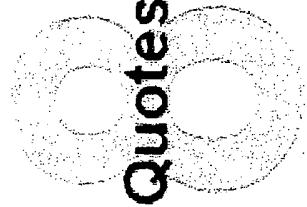
Shopping



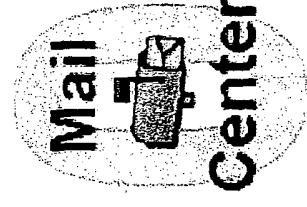
My AOL



Quotes



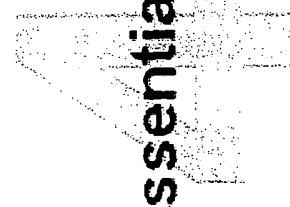
Mail Center



Channels



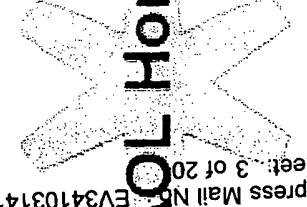
Essentials



People



AOL Home



Yahoo! Shopping - Thousands of stores. Millions of products.

Search advanced search

Free Internet Access

free email for life



Blaikely, Sokoloff, Taylor & Zafman LLP
Title: METHOD TO GENERATE ADVERTISING REVENUE BASED
ON THE ADDED VALUE OF A PRODUCT
1st Named Inventor: Elliot A. Gottlieb
Address: 4610 207-3800
Express Mail No: EV341031411US Docket No: 4346P001X3
Yahoo!
Page: 1

FIG. 3

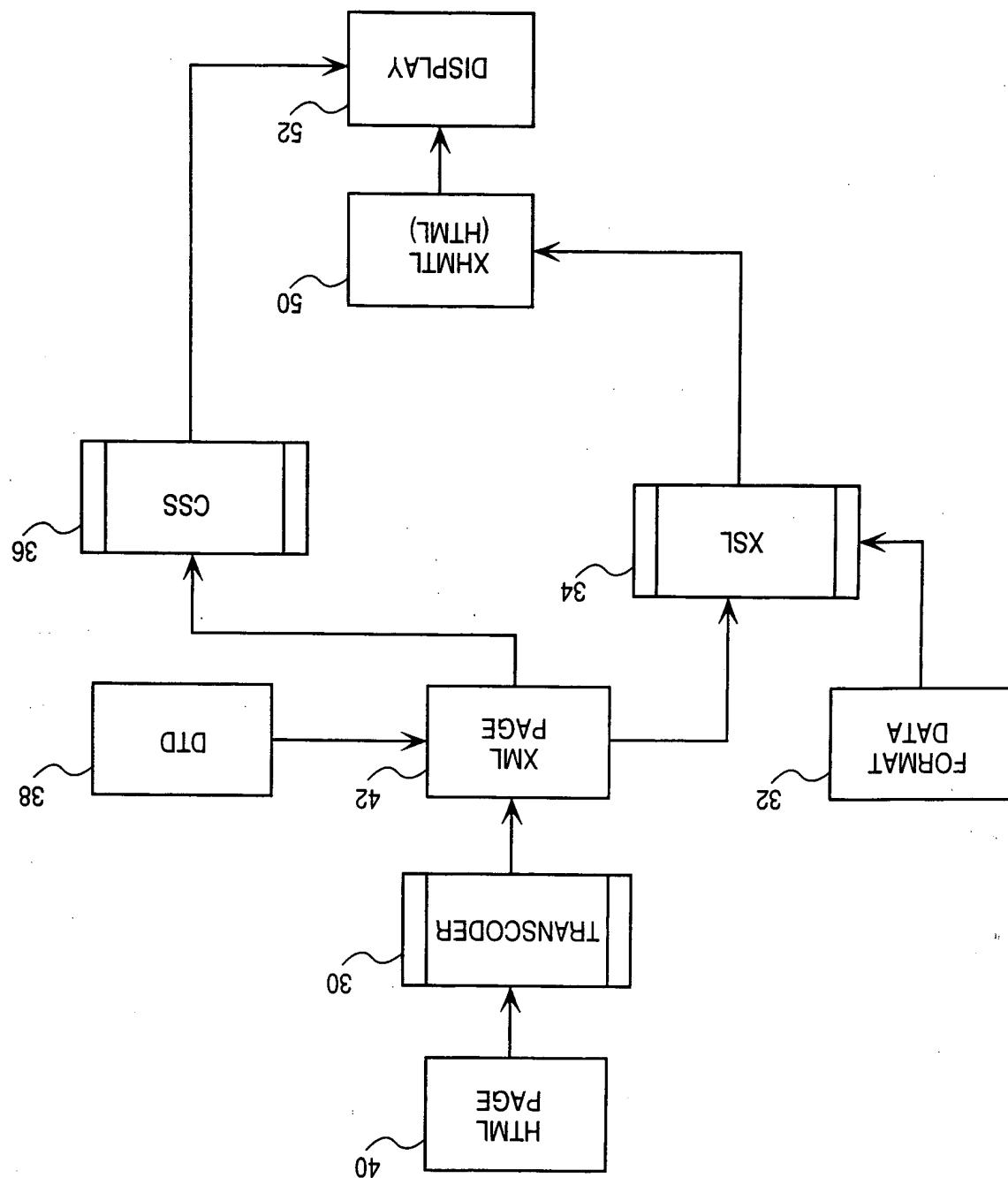


FIG. 4

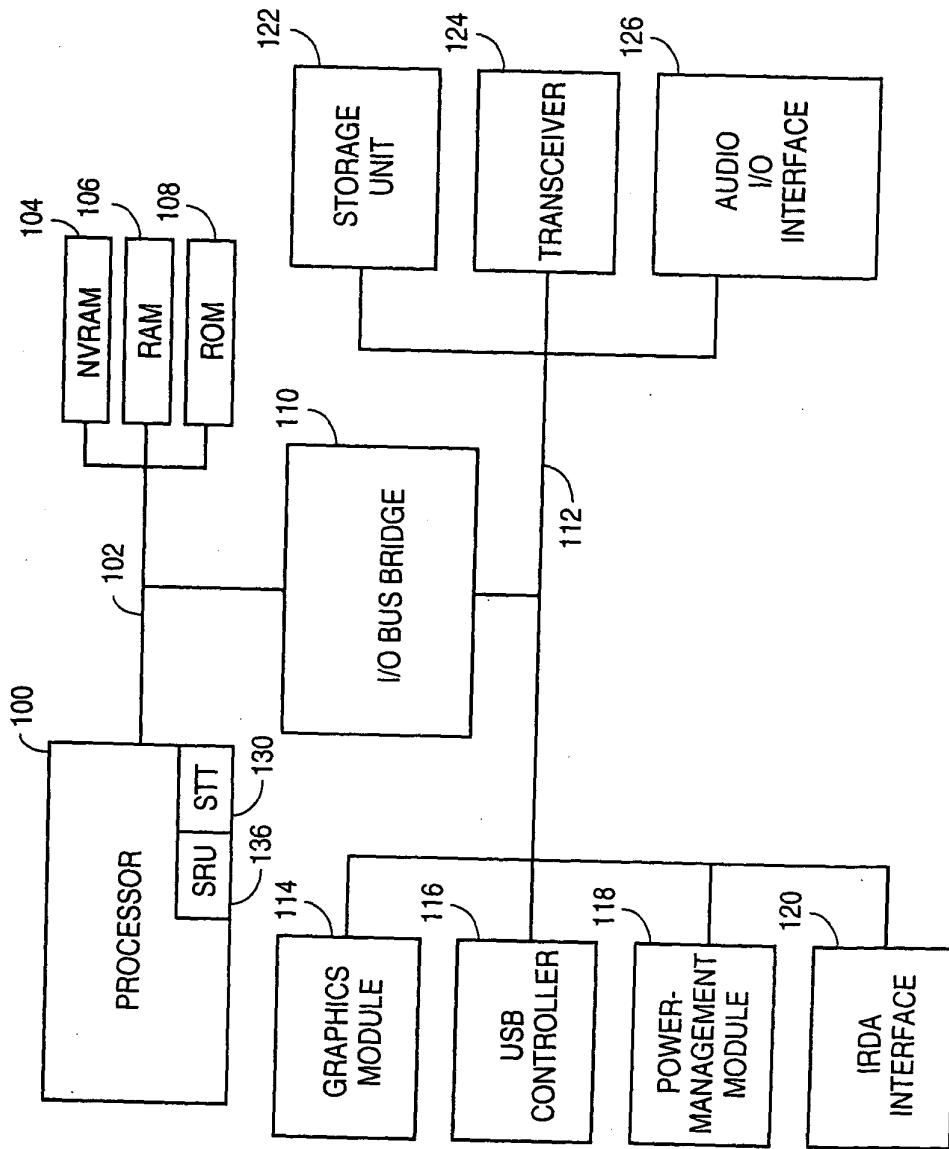


FIG. 5A

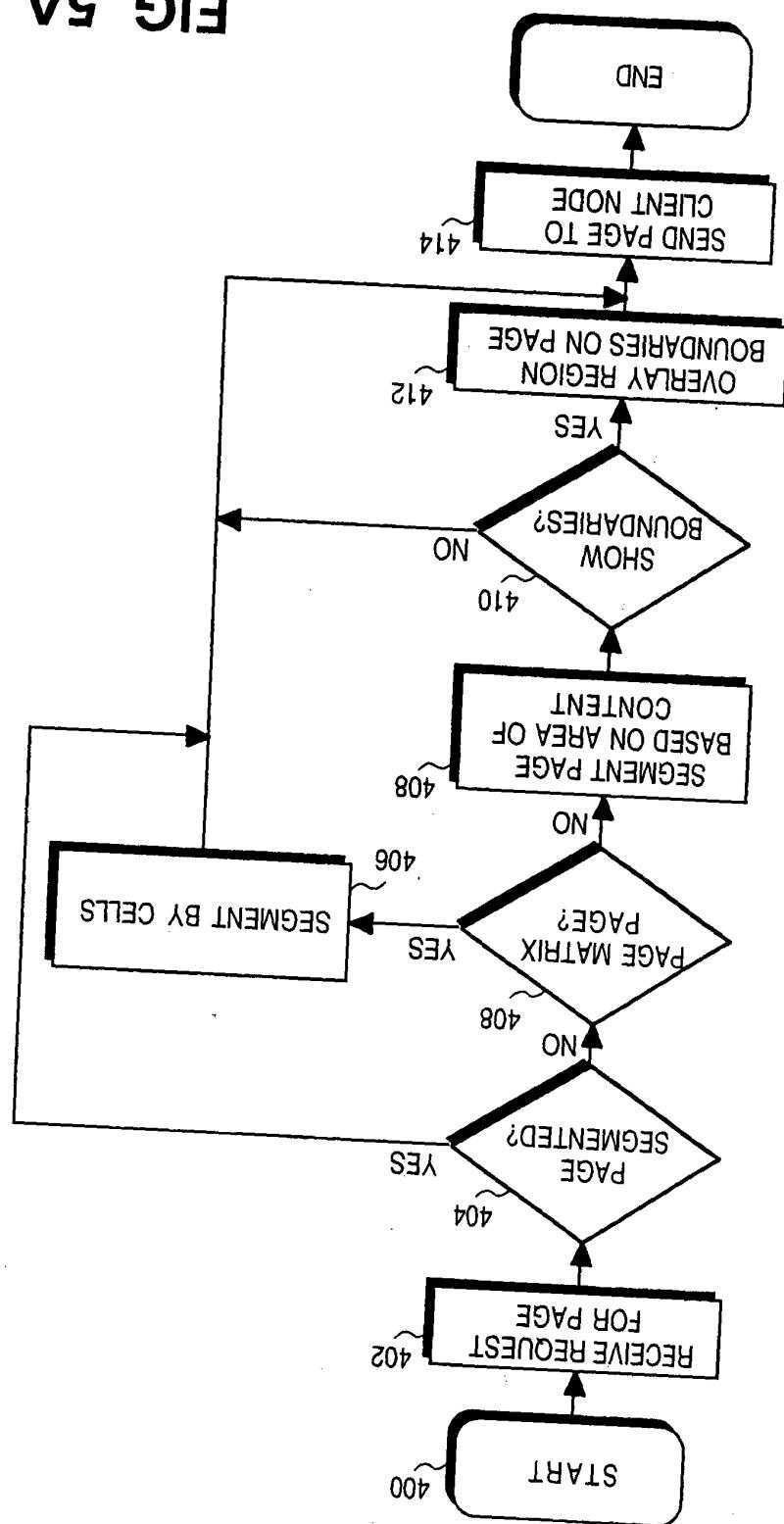


FIG. 5B

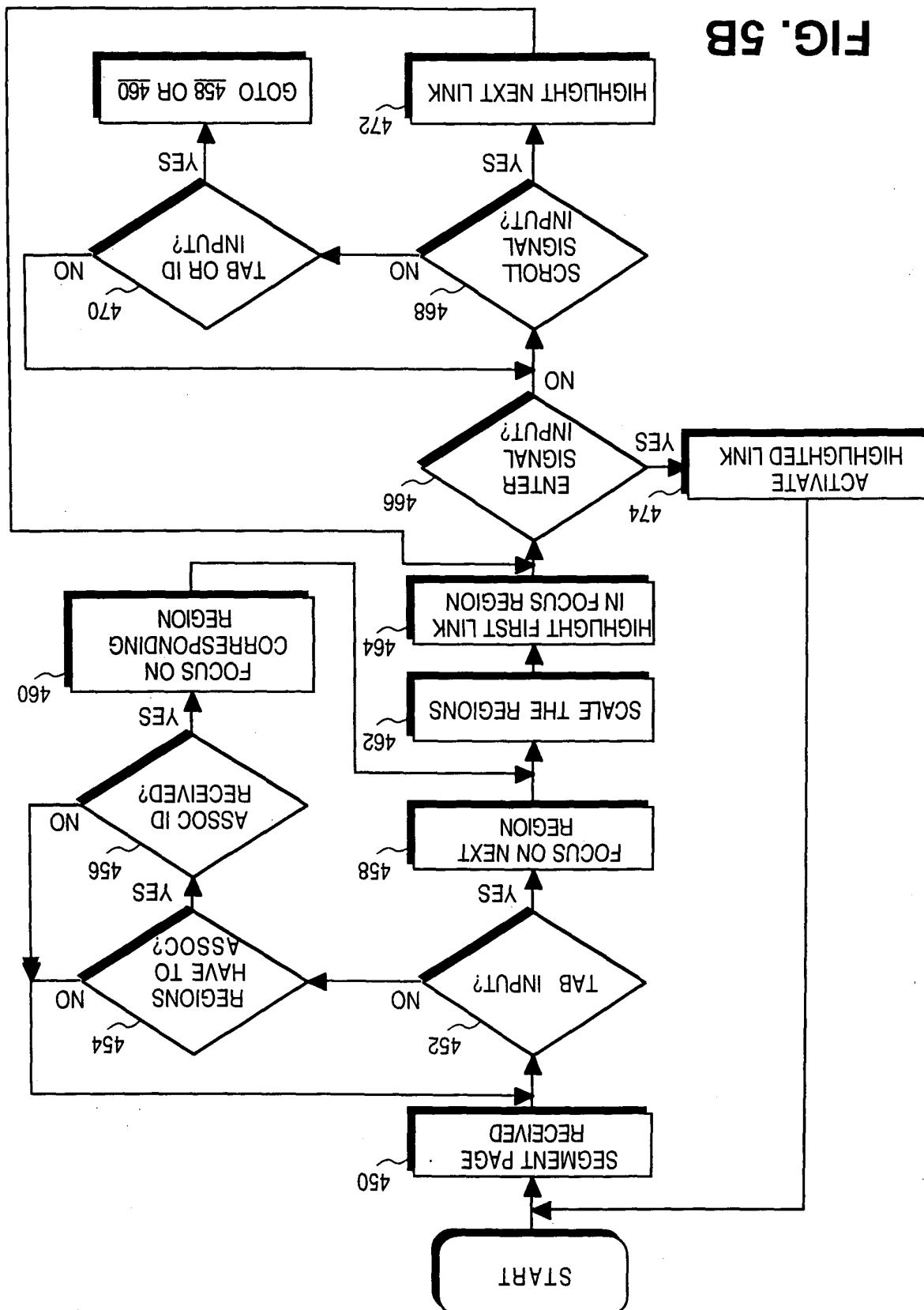


FIG. 5C

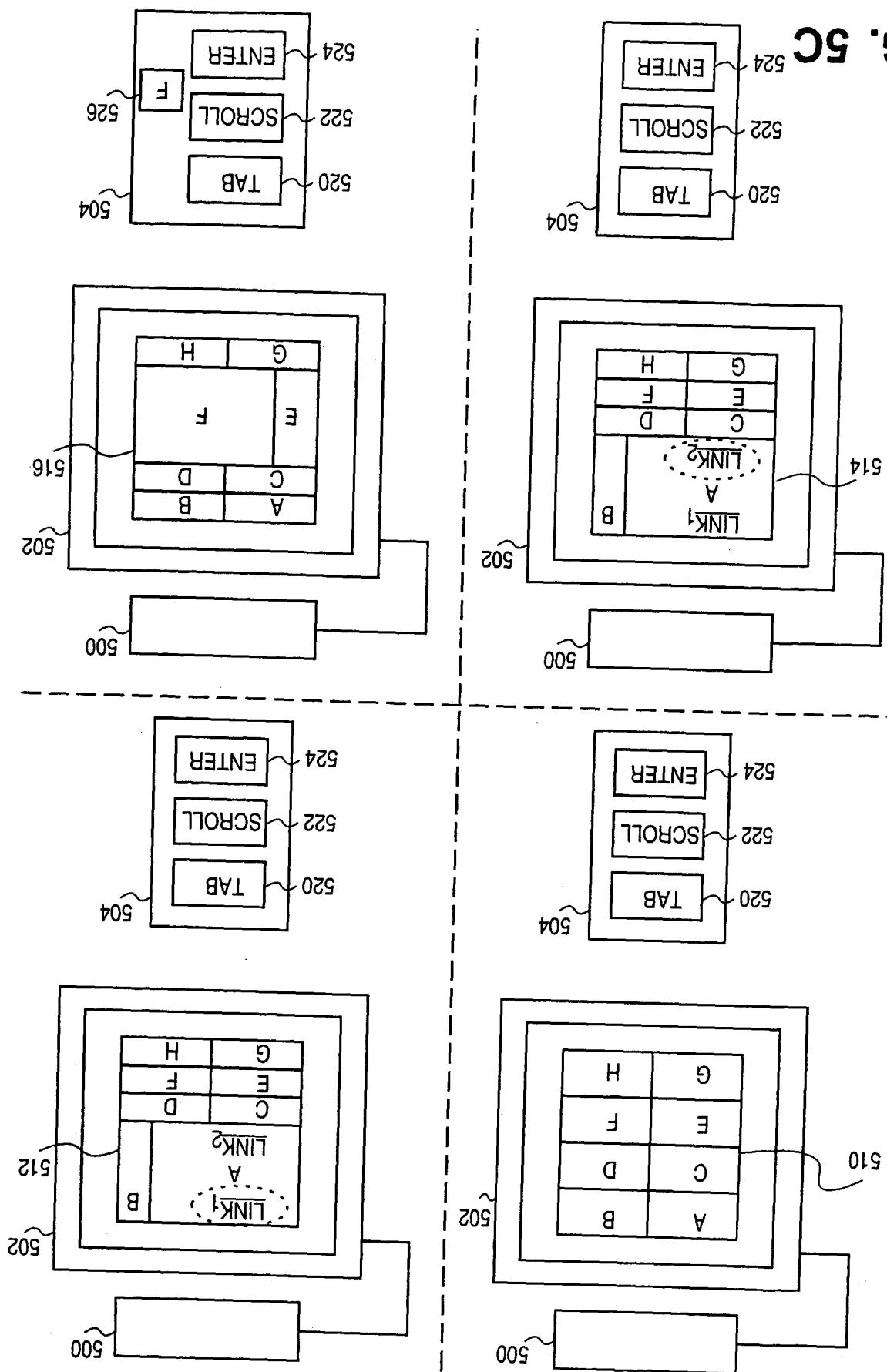


FIG. 6

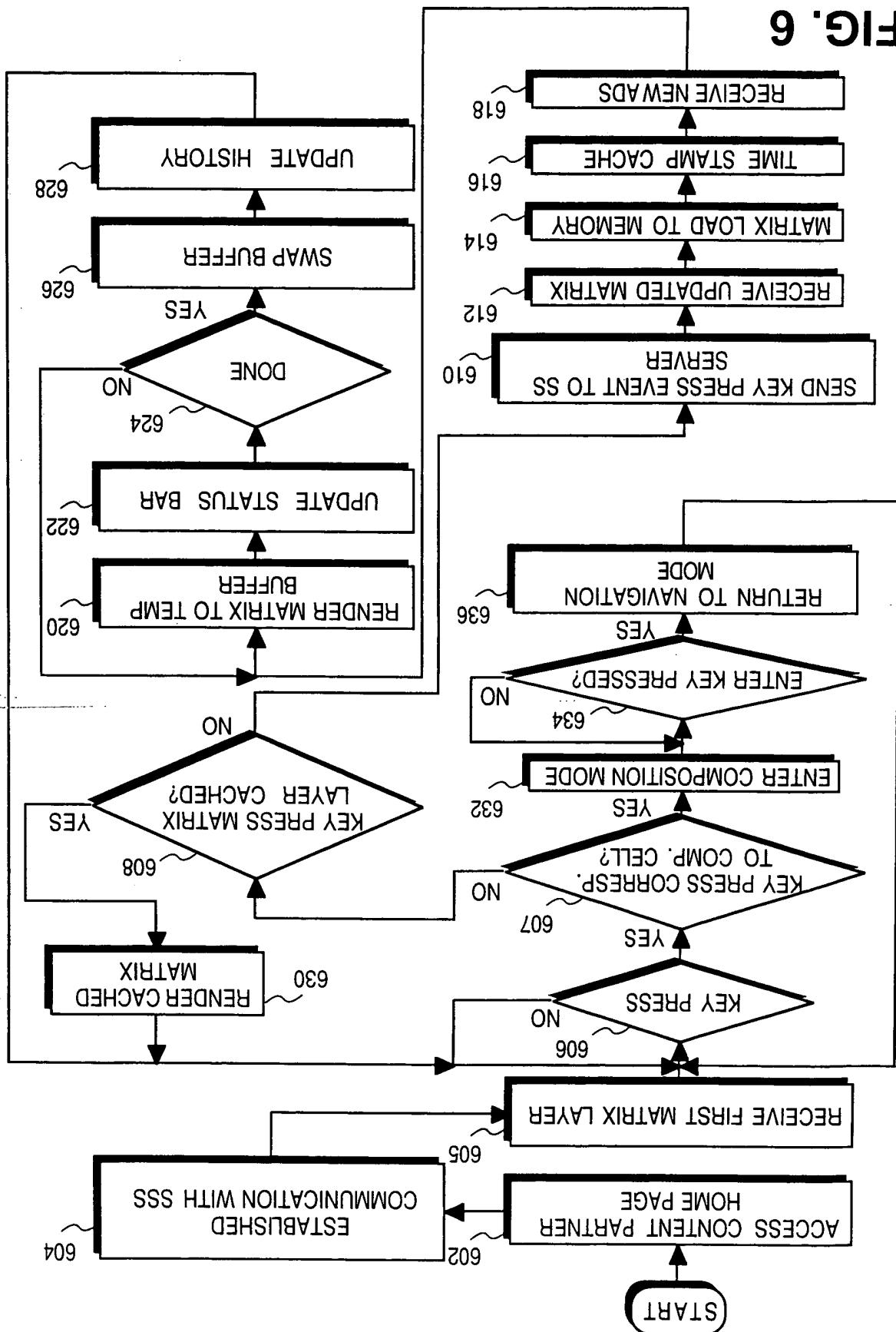
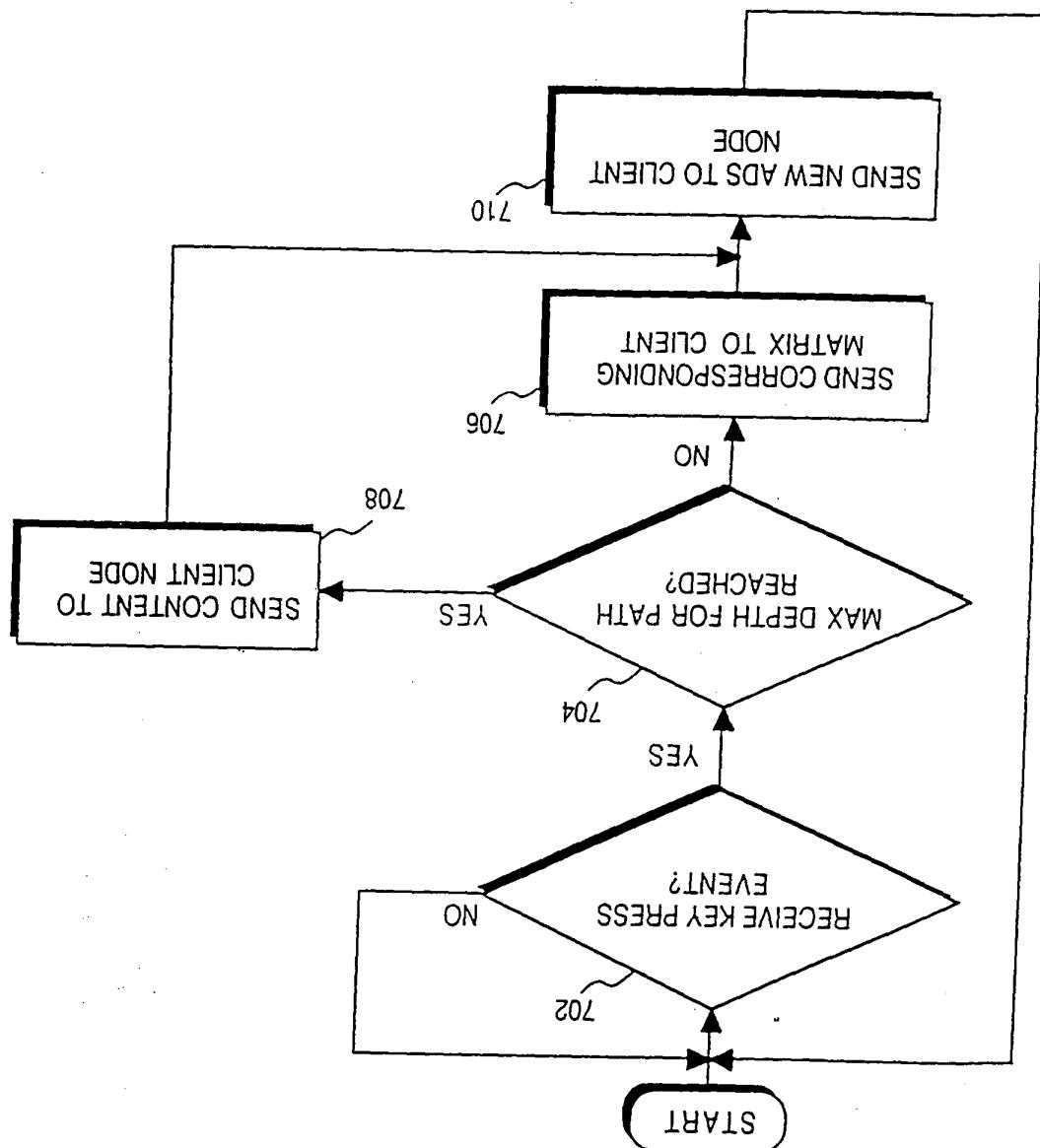
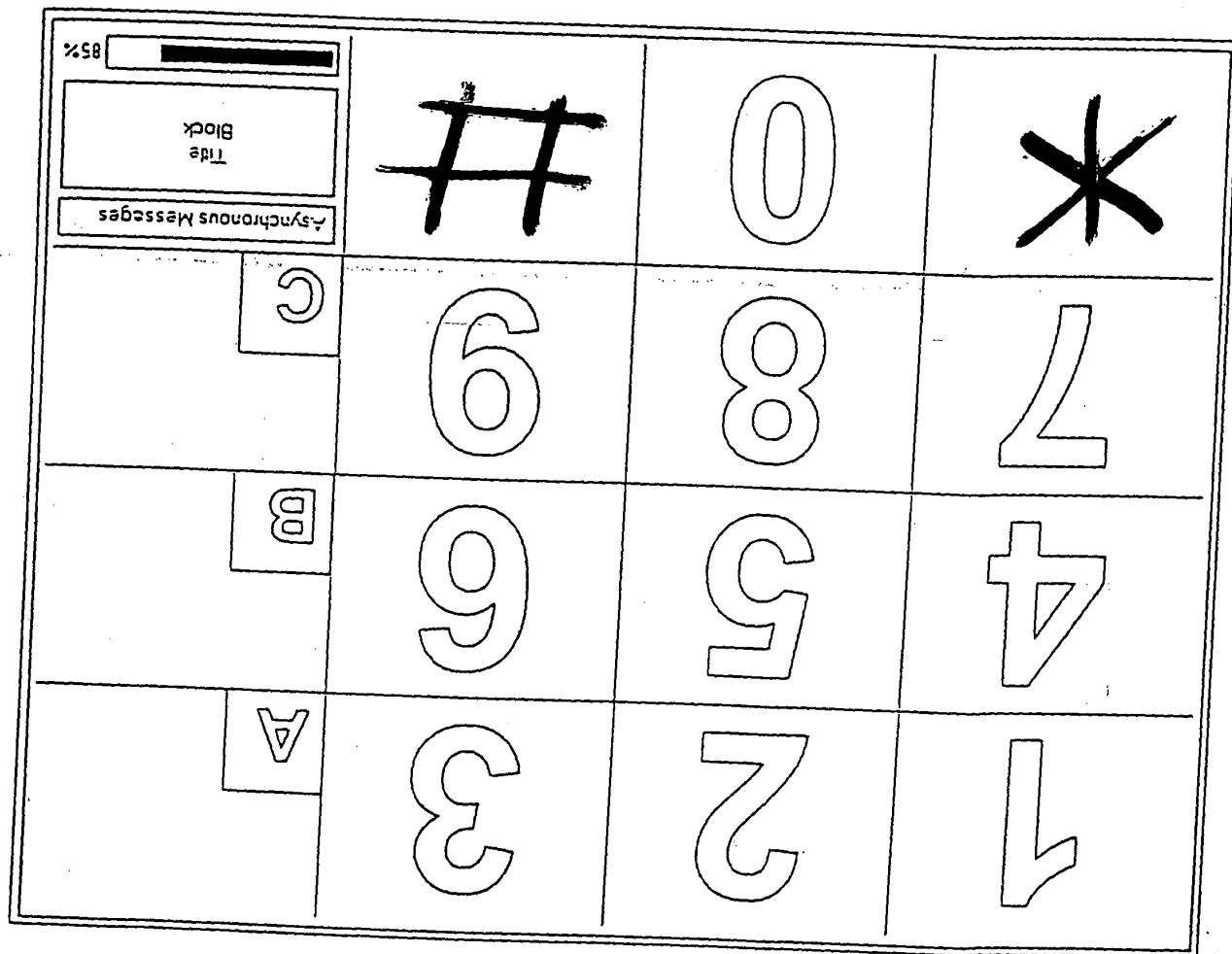


FIG. 7



5168



GUESS

702

BANANA REPUBLIC

patagonia

NORDSTROM.com

ORIGINS

macy's.com

VICTORIA'S
SECRET

CRAVATE & EVENING

CLINIQUE

MotherNature.com

Enchanted Moon
Gift Co.

amazon.com
sister site

Music

Books

Welcome

Toys

Electronics

DVD

&

Software

&

Video

Video Games

Home

Improvements

Auctions

zShops

amazon.com

Search

All Products

Welcome

Books

Music

GUESS

DVD
&
Video

Electronics

Toys
&

Home
Improvements

Software

Video Games

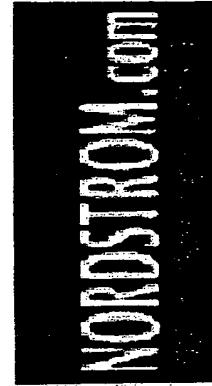
Auctions

eShops

Amazon.
com

Search

All Products



amazon.com
sister site

GUESS

BANANA REPUBLIC

patagonia

NORDSTROM.com

amazon.com
sister site

Music

Books

Welcome

Electronics

DVD

&

Video

**Toys
&**

Video Games

Software

zShops

Auctions

Home Improvements

Search

All Products

**Amazon.
com**

Art,
Architecture,
Photography

Audiobooks

Biographies
&
Memoirs

BANANA REPUBLIC

Business
&
Investing

Children's
Books

patagonia

NORDSTROM.COM

Computers
&
Internet

Cooking,
Food & Wine

Entertainment

More...

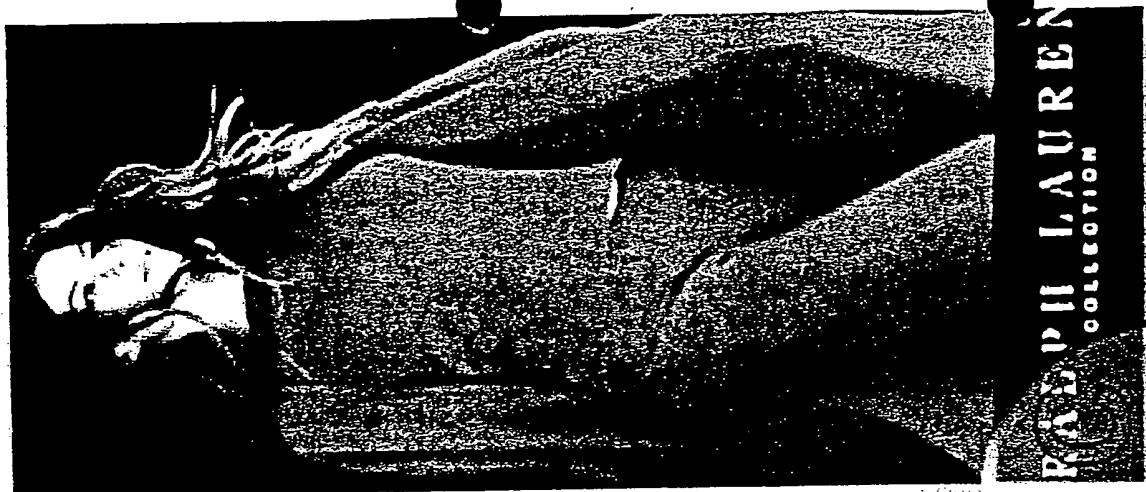
ORIGINS

Amazon.
com

Search

All Products

amazon.com
sister site



RAYMOND LAUREN
collection

Shopping & Products

Books & Music

Gifts & Consumables

Toys & Hobbies

Autos & Vehicles

Electronics

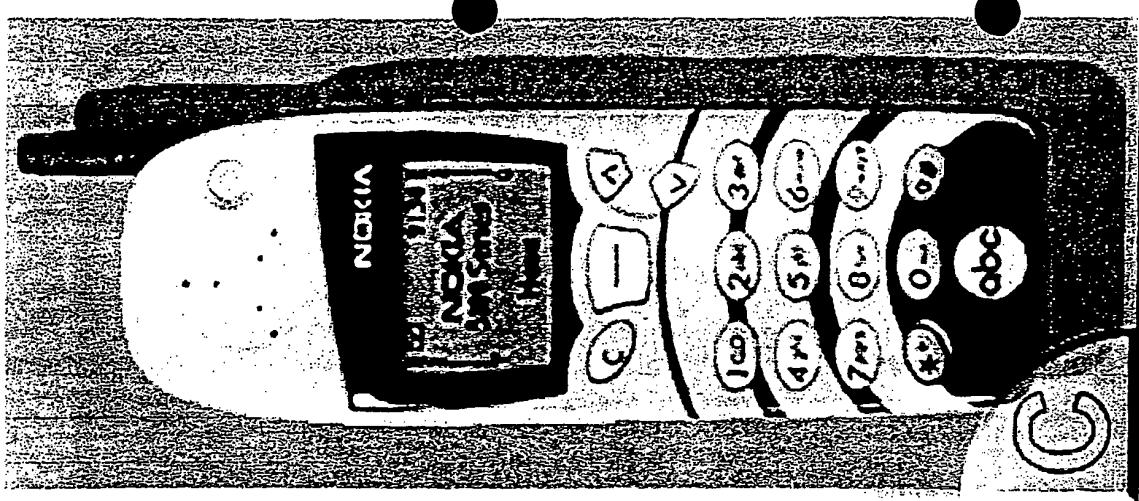
Sports & Fitness

Apparel & Accessories

Computers & Office

Home & Garden

Search Information



Electronics

Televisions

2
levision

Audio

Cameras

Computers

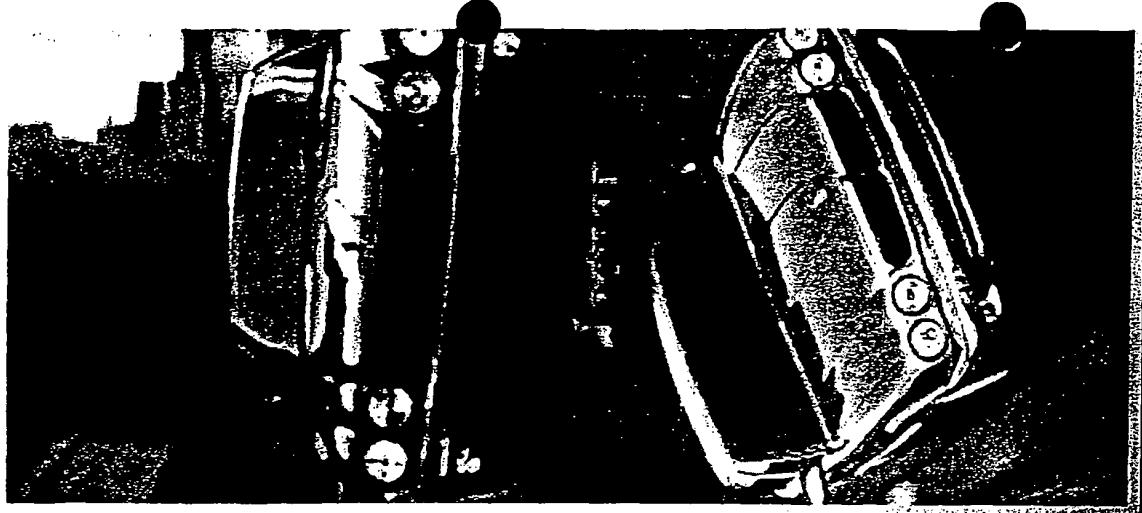
Office

Accessories

PDA-S

A circular stamp with the words "SEARCHED" and "INDEXED" around the perimeter.

19



Audio

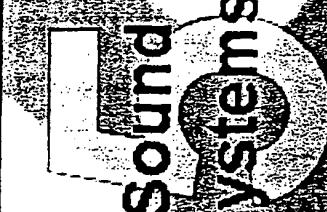
Portable
Web Players

Digital
Recorders

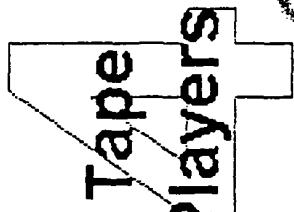
CD Players



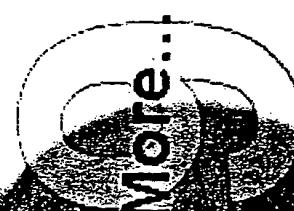
Speakers



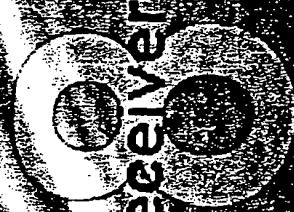
Sound
Systems



Tape
Players



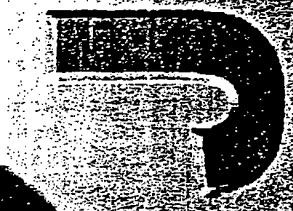
More...



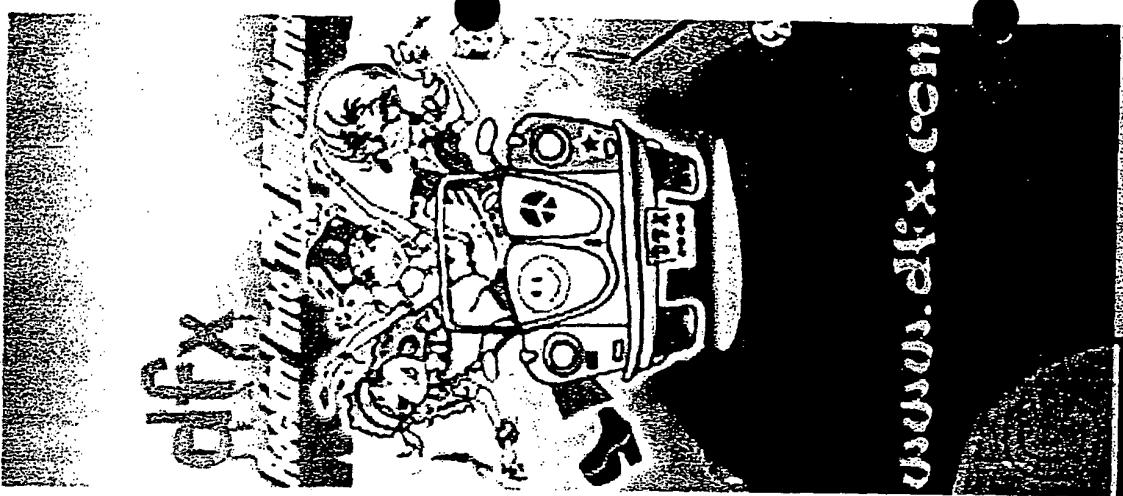
Receivers



Radio



Information



www.dixx.com

Receivers

Fig. 11a

Stereo Only
\$150 - \$290

Pro-Logic
\$180 - \$390

Surround
\$680 - \$800

CR Industry Report

ITEM NO. 4346P001X3
(310) 207-3800
TELEPHONE NUMBER
REVENUE BASED

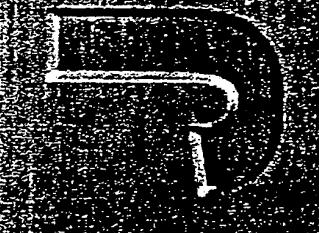
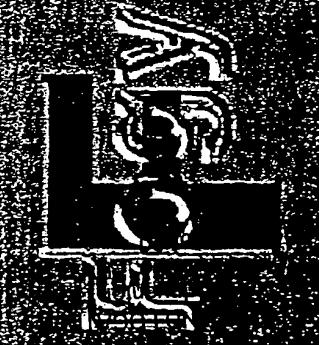
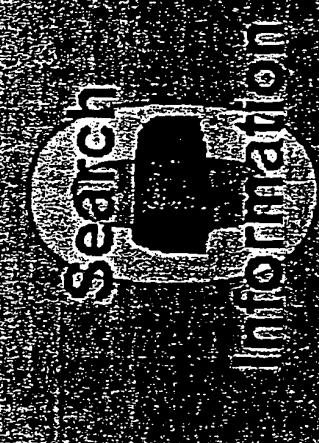
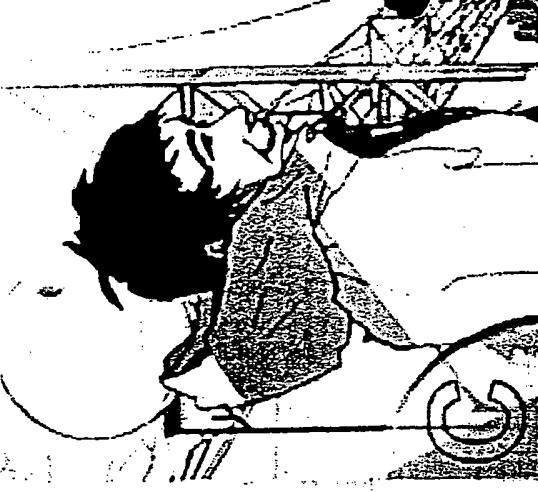
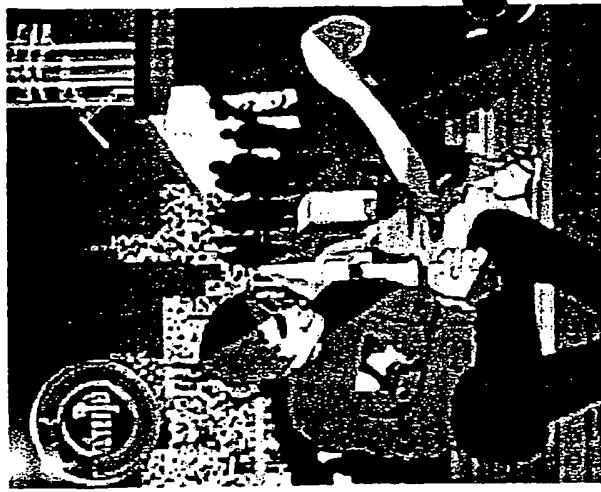
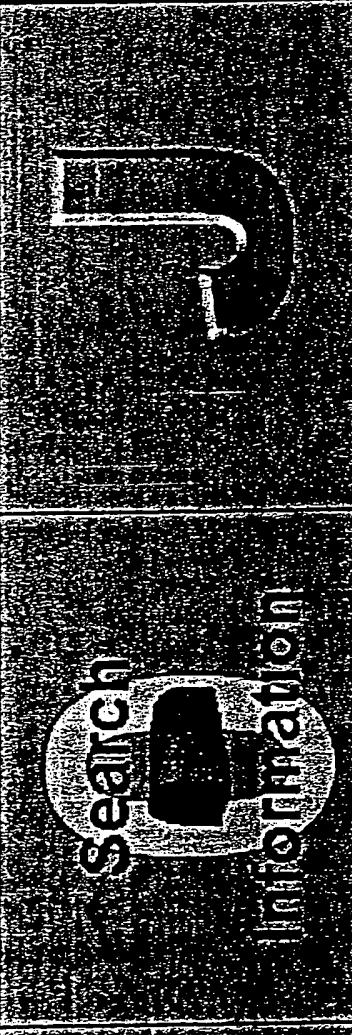
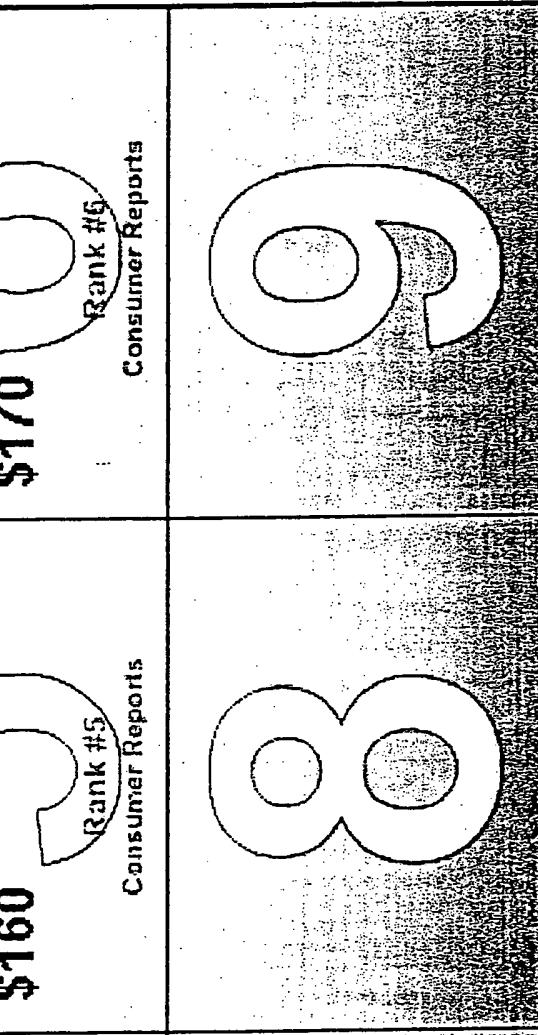
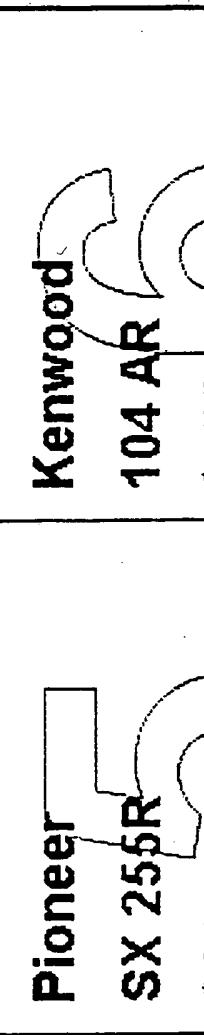


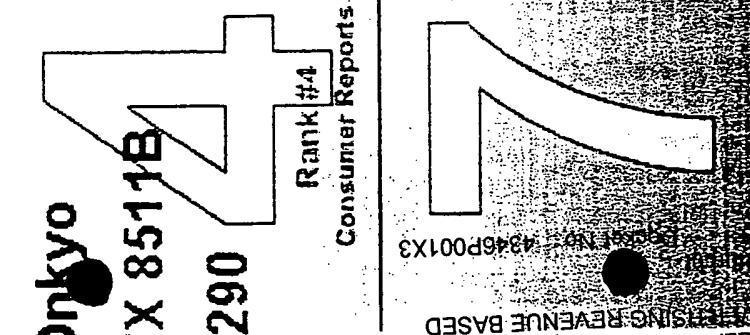
Fig. 10e



| | | | |
|---|---|---|---|
| Sony STR DE 310 \$180 | JVC RX 318BK \$160 | Pioneer SX 255R \$160 | Kenwood RX 318BK \$170 |
| <small>Rank #2 Consumer Reports</small> | <small>Rank #3 Consumer Reports</small> | <small>Rank #5 Consumer Reports</small> | <small>Rank #6 Consumer Reports</small> |



| | | | |
|---|---|---|---|
| Technics A-EX 110 150 | JVC RX 318BK \$160 | Pioneer SX 255R \$160 | Kenwood RX 318BK \$170 |
| <small>Rank #1 Consumer Reports</small> | <small>Rank #2 Consumer Reports</small> | <small>Rank #3 Consumer Reports</small> | <small>Rank #6 Consumer Reports</small> |



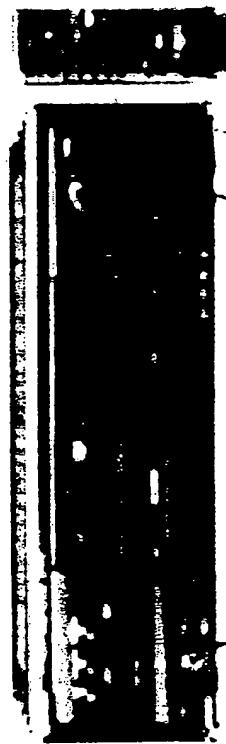
Stereo Only

Search
Information

Technics SA-EX110

~~\$150~~

Our Price: **\$129**



Rank #1

Consumer Reports

Blakely, Sokoloff, Taylor & Zafman LLP
© 1991 Blakely, Sokoloff, Taylor & Zafman LLP
310) 271-3000
4346P00-X3
Selling Prestigious Revenue Based
Consumer Report

Features

Specifications

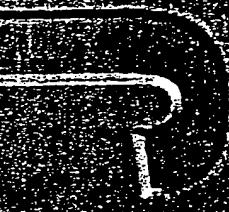
Similar Products

Consumer Report

Connie girl
Connie girl



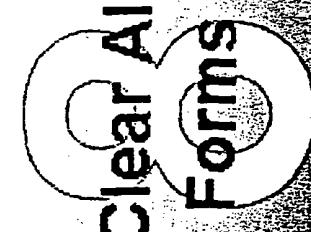
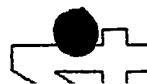
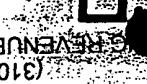
Technics



Search
Information



Fig. 10.9

| | | | |
|---|--|---|---|
| 1 Credit Card Type: | 2 Credit Card Number: | 3 Expiration Date: | 4  Techniques |
| 5 Name: | 6 Street Address: | 7 City, State, Zip: | 8    |
| 9  <small>(310) 207-3800 1446 PINE BASED ROUTE NO. 1046P001K3</small> | 10  <small>(310) 207-3800 1446 PINE BASED ROUTE NO. 1046P001K3</small> | 11  <small>(310) 207-3800 1446 PINE BASED ROUTE NO. 1046P001K3</small> | 12  <small>(310) 207-3800 1446 PINE BASED ROUTE NO. 1046P001K3</small> |

CD Players

Digital
Recorder

History

Audio

Electronics

Tape
Players

Sound
System

Shopping & Products

Radio

Receive

CD

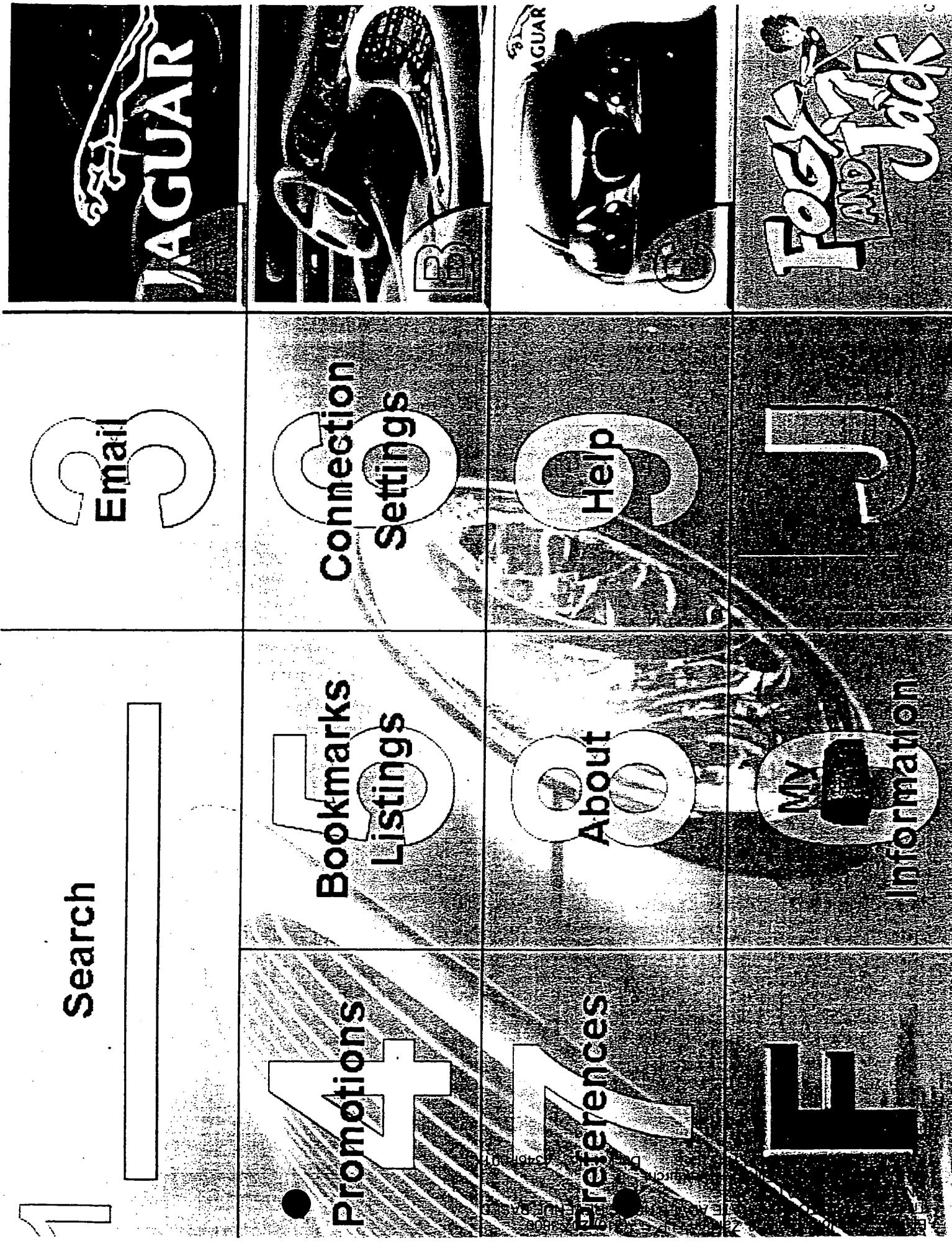
Search

Information

Audio

Title: Sokoloff, Taylor & Zafman LLP
ON TIME AND LOCATION
METHOD TO GENERATE ADVERTISING REVENUE BASED
ON TIME AND LOCATION
1st Name/Last Name/EV34103 411US 7 Doc#: 4346P001X3
Address: 240 Park Avenue
City: New York
State: NY
Zip: 10017
Phone: (212) 231-3300
Fax: (212) 231-3300

Fig. 12a



JAGUAR

Connection
Settings

Help

Search

Bookmarks
Listings

About

Promotions

Preferences

1

Fox Jack

Information

1 From: jack@fogyjack.com
2 To: user@fogyjack.com
3 Subject: Welcome!

Welcome new Foggy and Jack user!

Inbox

Outbox

Sent

Email

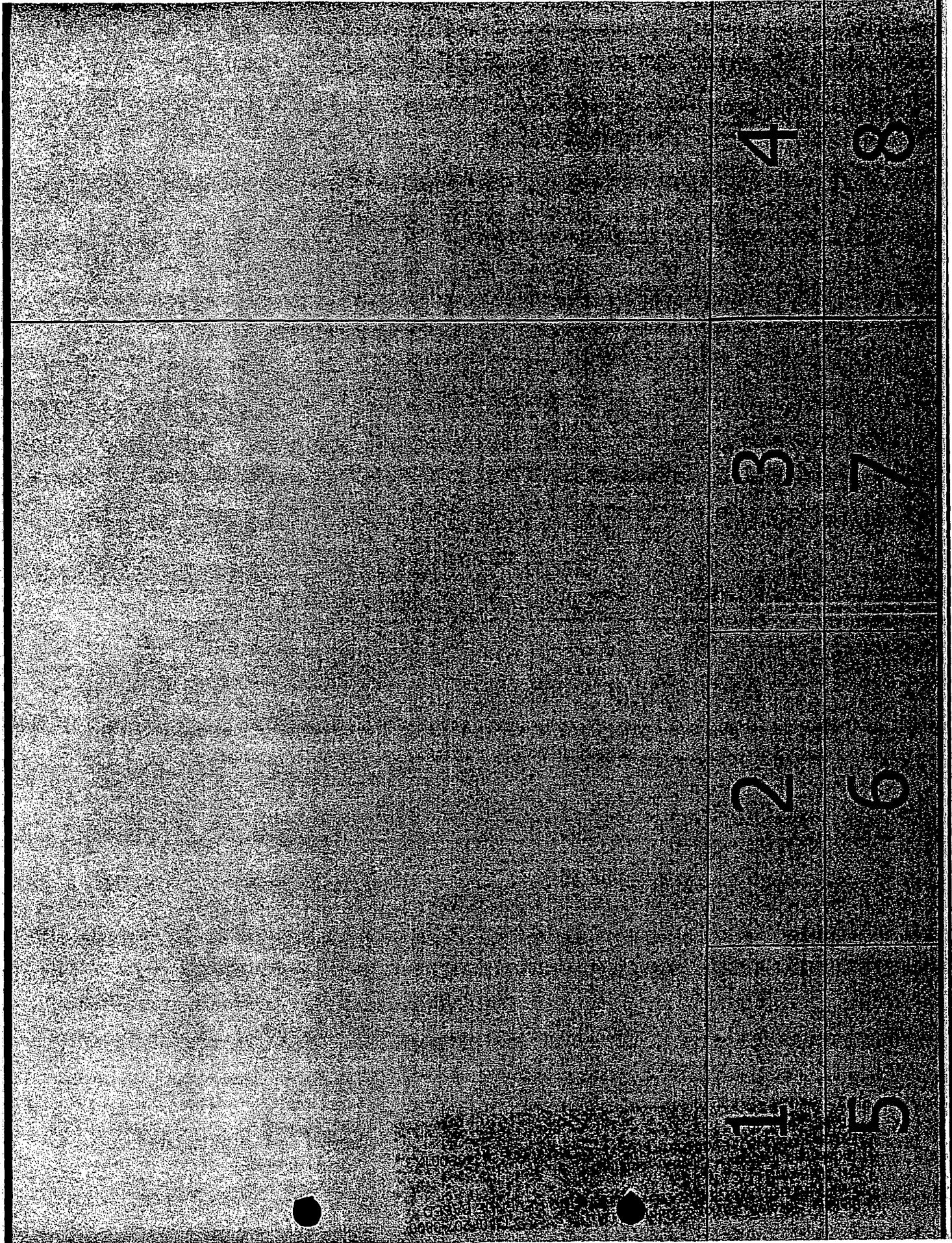
5 Send 6 Save 7 Cancel

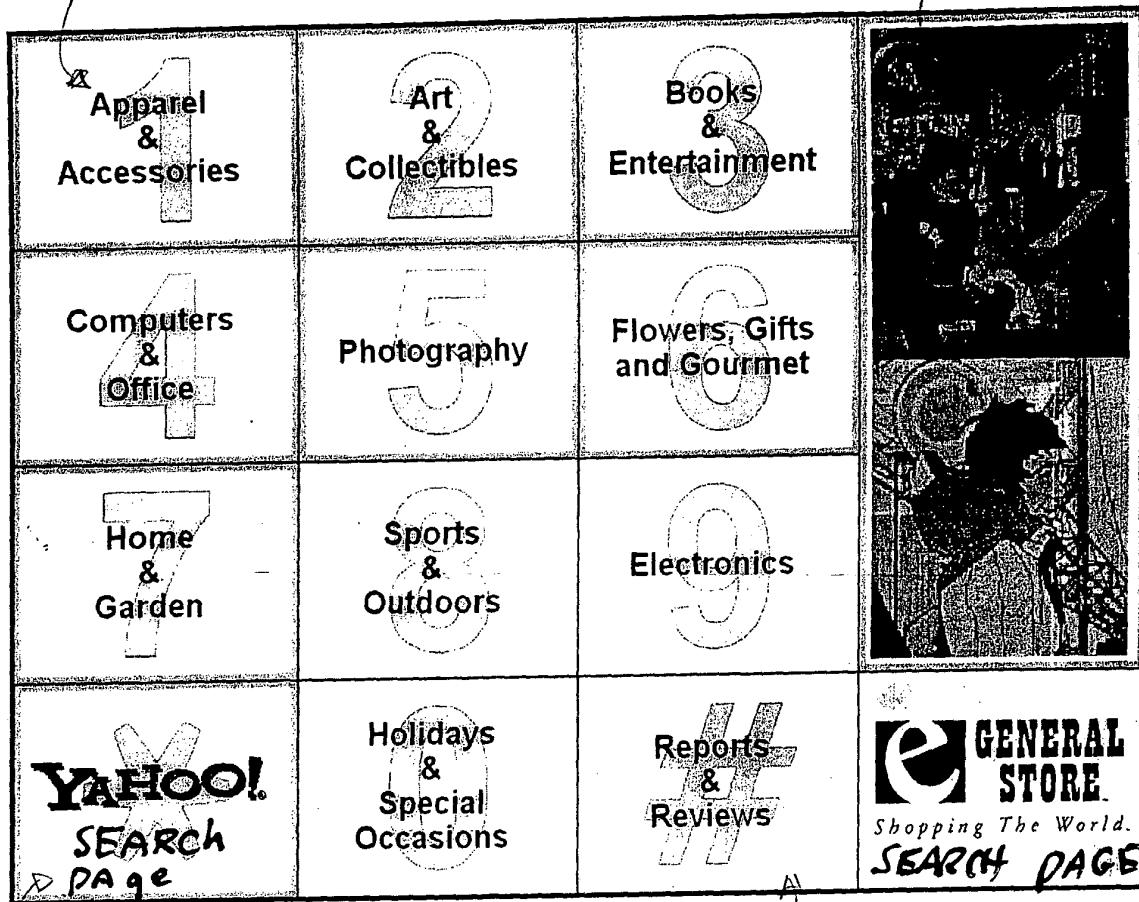
J

O

F

FIG. 17

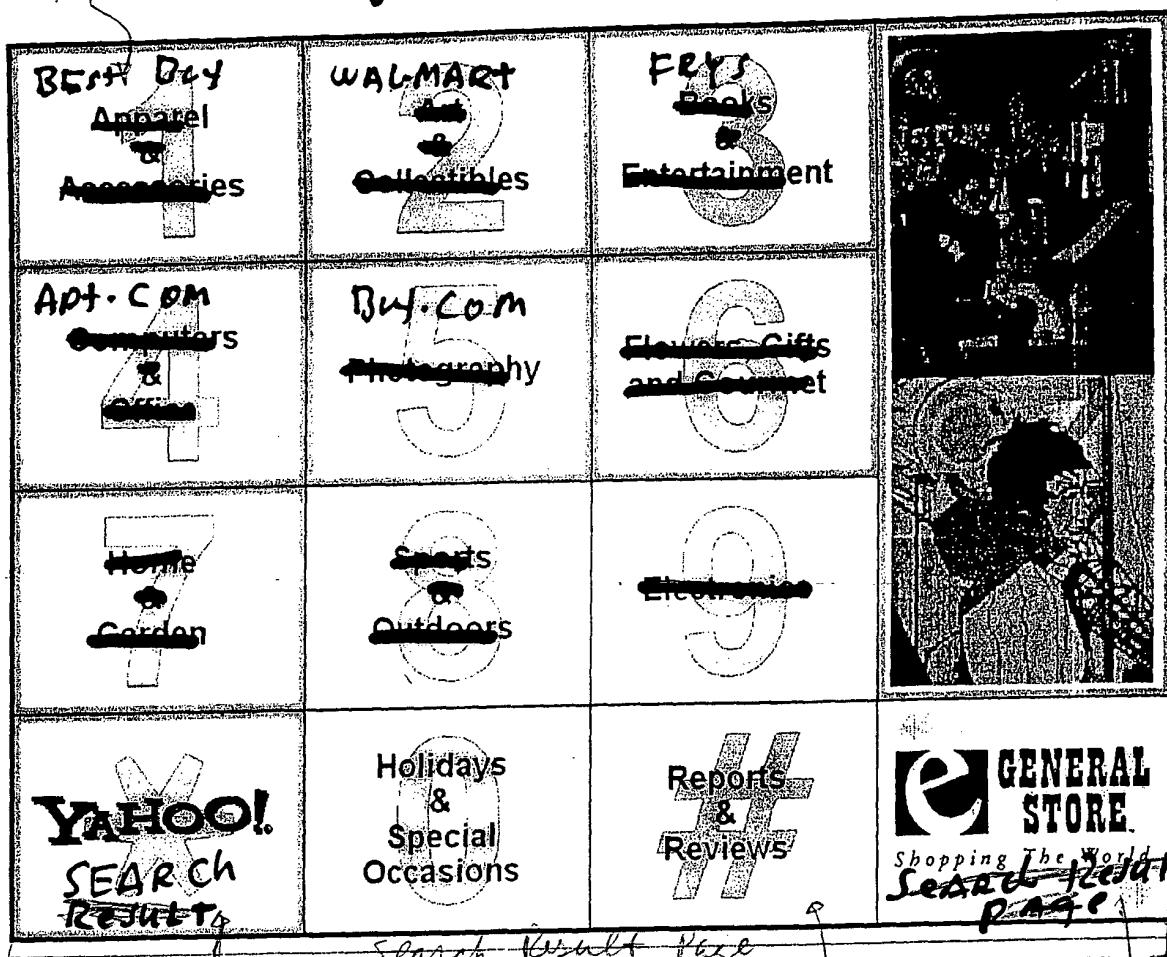




1503 Yahoo! E-Commerce Channel 1509

FIGURE

6



| | | | |
|-------------------------|--------------|-------------------|----------------------------------|
| 1701 Best Buy | Circuit City | FRY'S Electronics | Visit |
| Radio Shack | Walmart | Target | Santa Monica |
| 1711 APPLE Computers | 5 | 6 | Ford |
| | 8 | 9 | 0.0% Financing through July 4th! |
| Yahoo! Search Page | 0 | # Beyond 90066 | |
| Results of 90066 | | | |
| 1705 | Figure 17 | | 1709 |

Title: METHOD TO GENERATE ADVERTISING REVENUE BASED
ON TIME AND LOCATION
1st Named Inventor: Elliot A. Gottfurcht
Express Mail No.: EV341031411US Docket No.: 4346P001X3
Sheet: 32 of 40

| | | |
|------------------------|-------------|---------------------------------------|
| App Banks And 10 | Televisions | Grand Opening |
| VCRs | Computers | Coldstones Downtown Culver City |
| Software | Media | |
| 7 + 8 | 9 | |
| Yahoo! Search | 0 | Report + Reviews |
| Best Buy - Culver City | | |

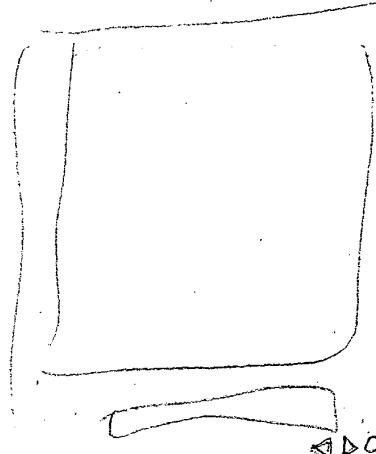
FIGURE 18.

Blakely, Sokoloff, Taylor & Zafman LLP (310) 207-3800
Title: METHOD TO GENERATE ADVERTISING REVENUE BASED
ON TIME AND LOCATION

1st Named Inventor: Elliot A. Gottfurcht
Express Mail No.: EVA1031411US / -800-8 MALL TV
Docket No.: 4346P001X3

Sheet: 33 of 40

Product ID# 181975



PANASONIC

TV

\$180.00

with
Built In

VCR

Surround sound
Audio

Direct TV

only

\$50 a
month

Free

Installation

1901

| Purchase | Additional Product Information | OTHER Nearby STORES |
|----------|--------------------------------|------------------------|
| X | Product Information | Nearby STORES |

Best Buy Culver City

1903

1901

Figure 19

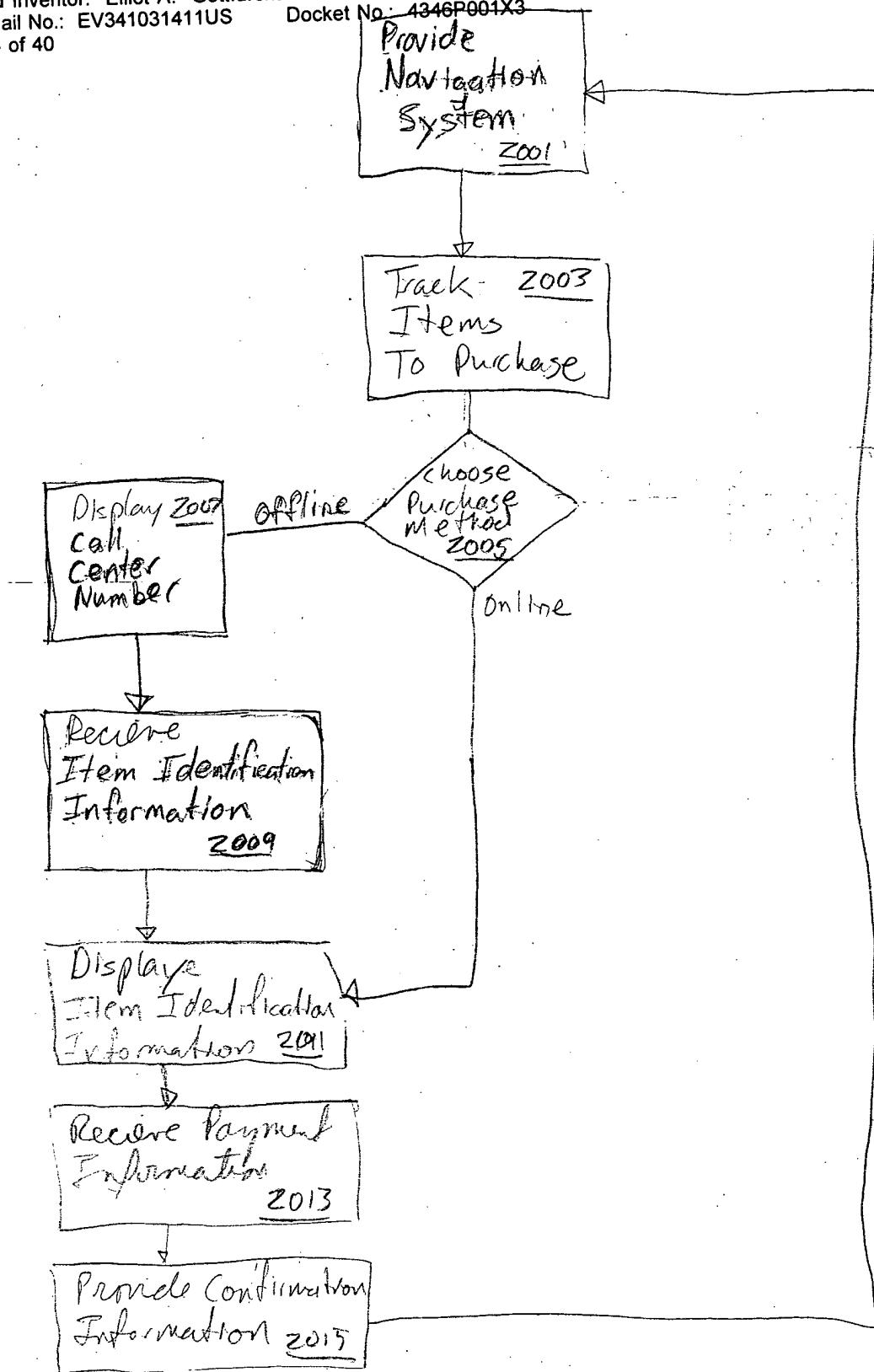


Figure 20

2111 []

Account Summary
Client: Walmart

2101 → Keyword/category Bid Rank Location Time

| | | | | |
|-----------|--------|----|-------|----------|
| Groceries | \$0.05 | 1 | 90066 | 9am-3pm |
| Toys | \$0.03 | 4 | 90066 | 9am-6pm |
| Clothing | \$0.01 | 67 | 90292 | 6pm-12am |

2103

2112 {

Keyword/category Bid Location Time

| | | | |
|------------|-----|-----|-----|
| [] | [] | [] | [] |
| Pieces Bid | | | |

2105 2109 2107

Figure 21

Figure 5 22

